



City of Eureka, California

Class Specification

This is a class specification and not an individualized job description. A class specification defines the general character and scope of responsibilities of all positions in a job classification, but it is not intended to describe and does not necessarily list every duty for a given position in a classification.

Class Title	Public Information Officer
Class Code Number	6100

General Statement of Duties

Provides crime prevention and safety information for the community; performs directly related work as required.

Distinguishing Features of the Class

The principal function of an employee in this class is to provide education and information to the community on issues of crime prevention and safety. The work is performed under the supervision and direction of an assigned Police Captain, but considerable leeway is granted for the exercise of independent judgement and initiative. The nature of the work performed requires an employee in this class to establish and maintain effective working relationships with all others contacted in the course of work. The principal duties of this class are performed in a general office and a variety of outdoor field environments.

Examples of Essential Work (Illustrative Only)

- Receives inquiries and provides information to the public regarding a wide variety of crime prevention topics, including drafting and sending out new releases on related issues and successfully communicating with a variety of news media;
- Plans and promotes local community events related to crime prevention and safety, including determining appropriate events and taking appropriate measures to ensure successful implementation;
- Coordinates child safety seat checks to ensure proper installation and usage for interested parties;

- Performs a variety of miscellaneous Police support duties as needed, including fingerprinting registrants and applicants, registering bicycles, serving subpoenas to witnesses, and providing investigative follow-up not requiring sworn personnel;
- Keeps immediate supervisor and designated others accurately informed concerning work progress, including present and potential work problems and suggestions for new or improved ways of addressing such problems;
- Attends meetings, conferences, workshops, and training sessions and reviews publications and audio-visual materials to become and remain current on principles, practices, and new developments in assigned work areas;
- Responds to questions and comments from the public in a courteous and timely manner;
- Communicates and coordinates regularly with appropriate others to maximize the effectiveness and efficiency of interdepartmental operations and activities;
- Performs other directly related duties consistent with the role and function of the classification.

Required Knowledge, Skills, and Abilities

- Substantial knowledge of the basic organization and functions of a municipal law enforcement agency;
- Substantial knowledge of departmental policy, applicable Health and Safety Codes, applicable City Codes, and the Penal Code;
- Substantial knowledge of personal safety, crime prevention issues, and public information data;
- Substantial knowledge of child safety seat issues;
- Ability to effectively interact with local print and TV media to ensure successful safety campaigns;
- Ability to demonstrate superior organizational skills;
- Ability to work well with members of the community from a variety of socioeconomic backgrounds;
- Ability to initiate programs and topics that are vital to community needs;
- Ability to provide creative and informative presentations to the public on safety issues;
- Ability to communicate effectively with others, both orally and in writing, using both technical and non-technical language;
- Ability to understand and follow oral and/or written policies, procedures, and instructions;
- Ability to prepare and present accurate and reliable reports containing findings and recommendations;
- Ability to operate a personal computer using standard or customized software applications appropriate to assigned tasks;
- Ability to use logical and creative thought processes to develop solutions according to written specifications and/or oral instructions;
- Ability to perform a wide variety of duties and responsibilities with accuracy and speed under the pressure of time-sensitive deadlines;
- Ability and willingness to quickly learn and put to use new skills and knowledge brought about by rapidly changing information and/or technology;
- Integrity, ingenuity, and inventiveness in the performance of assigned tasks.

Acceptable Experience and Training

Any combination of training and/or experience which is equivalent to:

- Associate Degree in Public Relations, Photography, or a closely related field; and
- Some (one to three years) experience in public relations or a publicity related field.

Required Special Qualifications
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- Valid Class C California State Driver's license.

Essential Physical Abilities

- Sufficient clarity of speech and hearing or other communication capabilities, with or without reasonable accommodation, to enable the employee to communicate effectively;
- Sufficient vision or other powers of observation, with or without reasonable accommodation, to enable the employee to review a wide variety of materials in electronic or hard copy form;
- Sufficient manual dexterity, with or without reasonable accommodation, to enable the employee to operate a personal computer, telephone, and other related equipment;
- Sufficient personal mobility and physical reflexes, with or without reasonable accommodation, to enable the employee to safely lift, move, or maneuver whatever may be necessary to successfully perform the duties of their position;
- Sufficient personal mobility and physical reflexes, with or without reasonable accommodation, to enable the employee to efficiently function in a general office environment, with frequent travel to a variety of field sites.